Building Better Foodservice at Caterpillar

Summary
Caterpillar: a global leader recognized for the quality equipment it produces in its signature yellow and black colors. Known as the “builder of the world’s infrastructure,” it is one of the most sophisticated and successful manufacturers of construction and mining equipment in the world.

Headquartered in Peoria, Illinois, the company and its employees are accustomed to working with the best, most efficient systems and solutions. Eurest Dining serves the approximately 1,800 customers at the Peoria site and recognized Caterpillar as an ideal customer for Zipthru Cashless; a faster, easier way to pay for foodservice.

Zipthru Cashless is a payment method that works similar to a gift card. A dollar amount is placed on the card by the employee and is debited every time the employee makes a purchase. The card can be continuously reloaded with additional funds.

This solution is web-based, allowing Caterpillar employees the convenience of checking their account balance and transaction history and reloading their account online from any computer connected to the Internet. An added advantage: Zipthru Cashless users have far fewer transactions on their credit card, since they are only charged when their Zipthru card is replenished.

Zipthru Cashless Check Average 40% Higher Than Cash

Increased Overall Revenues by 6%

Zipthru Cashless Costs Up To 90% Less Than Credit Card

“Customers absolutely love it.”
Cindy Warner, Food Service Director, Caterpillar

“People don’t realize how quick (Cashless) can be! I love it. It’s easy to get in and out.”
Steve Waber, Security Systems Project Management, Caterpillar

“The people I see using Zipthru cards get through the line much quicker and are happy not to hassle with cash / change.”
Jill Eisenbarth, Corporate Foodservice Manager, Caterpillar

Zipthru Cashless was incorporated into the pre-existing point of sale system at Caterpillar. Before, Eurest accepted cash and credit cards at five registers and a convenience store. Now, all registers are capable of accepting Zipthru Cashless while some are designated Zipthru Cashless–only lines.

Results
Since deployment approximately 35% of Caterpillar employees use Zipthru Cashless, and those numbers are...
customers absolutely love it” says Cindy Warner, Food Service Director. Customers not wanting to bring a wallet or purse prefer cashless because they can carry their Zipthru card on a lanyard with their ID, allowing them to quickly swipe the card and speed through the line. And since most Caterpillar sites are using Zipthru Cashless, Caterpillar employees enjoy the convenience of using their Zipthru card whenever they visit other Caterpillar facilities.

“The people I see using Zipthru cards get through the line much quicker and are happy not to hassle with cash and change,” says Jill Eisenbarth, Corporate Foodservice Manager.

The Eurest staff also prefers the ease and convenience of Zipthru Cashless. The added convenience keeps the lines moving and their customers focused on enjoying the quality Eurest Dining experience.

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Return on Investment

Caterpillar has also increased revenues with the use of Zipthru Cashless. Preliminary figures show Zipthru Cashless check averages up to 40% higher than cash, with a resulting increase in overall revenues of 6% since Zipthru Cashless was implemented. This translates into a significant financial benefit to Eurest: Zipthru reduces daily customer credit card charges down to just a couple of transactions per month.

In the first year with Zipthru Cashless, 13.3% of all food sales were cashless. If these sales were all credit card sales, it would have cost the business tens of thousands of dollars in transaction fees. But with Zipthru Cashless, the cost to the business for cashless sales versus credit cards was 90% lower, resulting in significant cost savings.